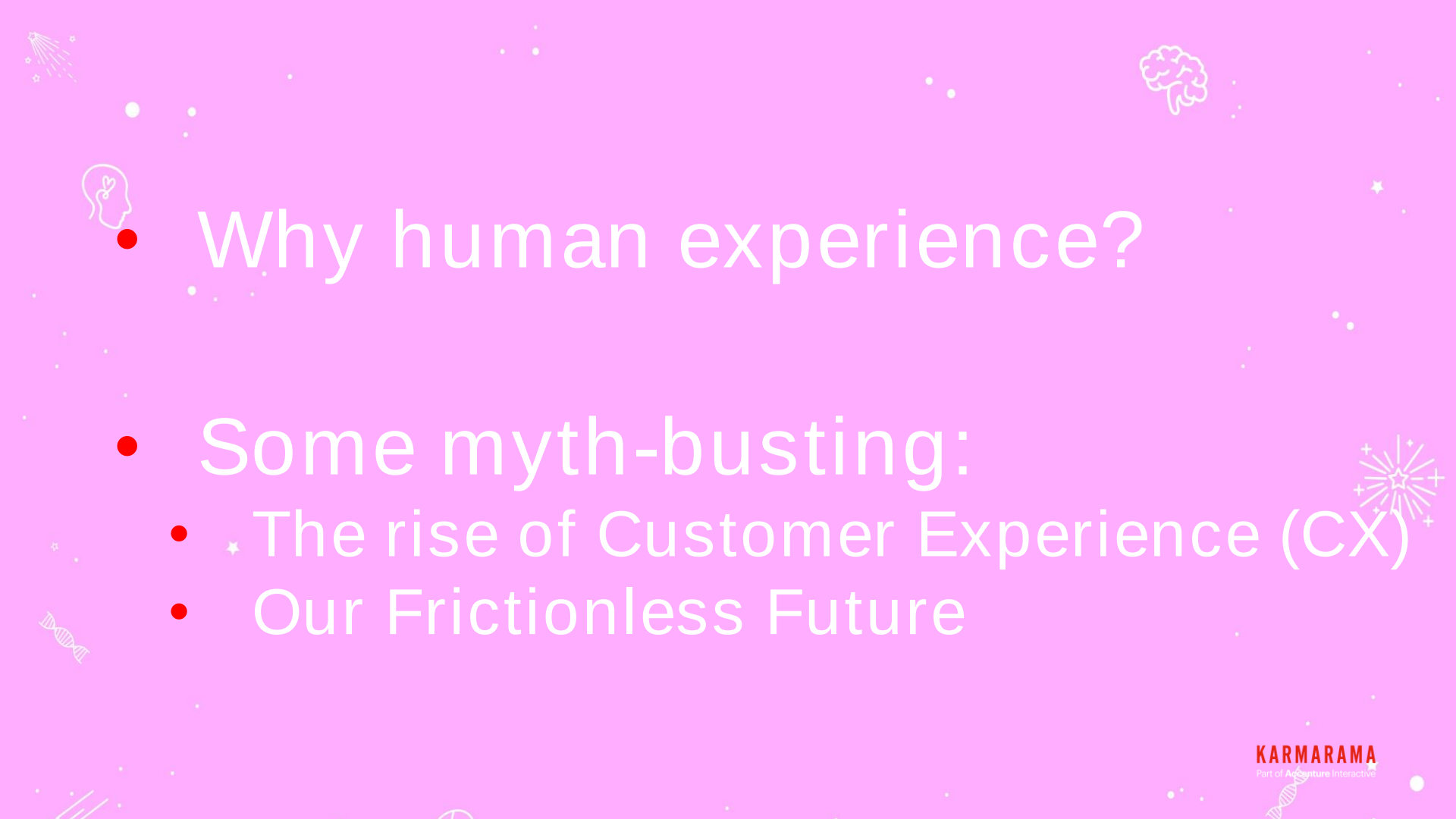


Building Human Experiences in a Digital Age

Jon Wilkins

Exec Chairman, Karmarama, and Global Managing Director, Creative Council, Accenture Interactive



Why human experience?

- Some myth-busting:
 - The rise of Customer Experience (CX)
 - Our Frictionless Future

A lot has happened over a short period of time

AT&T purchases a small ad on HotWired.com that says "Have you ever clicked your mouse right there?"

1994

Macromedia introduces Flash, the graphics & animation platform.

1996

The first pop-up ad is invented.

1997

Google launches and by 2000 introduces AdWords, ushering in the pay-per-click model.

1998

YouTube is founded.

2005

Facebook introduces sponsored links and small display ads that target customers in particular demographics.

2006

The iPhone is introduced, and brands focus more on mobile advertising.

2007

The launch of iPhone's AppStore ushers in new opportunities for brands to reach consumers.

2008

YouTube starts allowing ads in seven different formats.

2009

Mobile traffic exceeds conventional web traffic for the first time.

2015

Voice technology disrupts the digital advertising landscape. US digital ad revenue tops \$100 billion for the first time.

2018

Industry pivots around data respect and responsibility.

2019

Is it going well? Let's have a look



FEMALE
50.24%
(4,019 respondents)

MALE
49.76%
(3,981 respondents)

United States: 12.50% (1,000 respondents)
United Kingdom: 12.50% (1,000 respondents)
Canada: 12.51% (1,001 respondents)
France: 12.50% (1,000 respondents)
Germany: 12.34% (987 respondents)
Sweden: 12.66% (1,013 respondents)
Italy: 12.49% (999 respondents)
Spain: 12.50% (1,000 respondents)

CANADA

UNITED STATES

UNITED KINGDOM

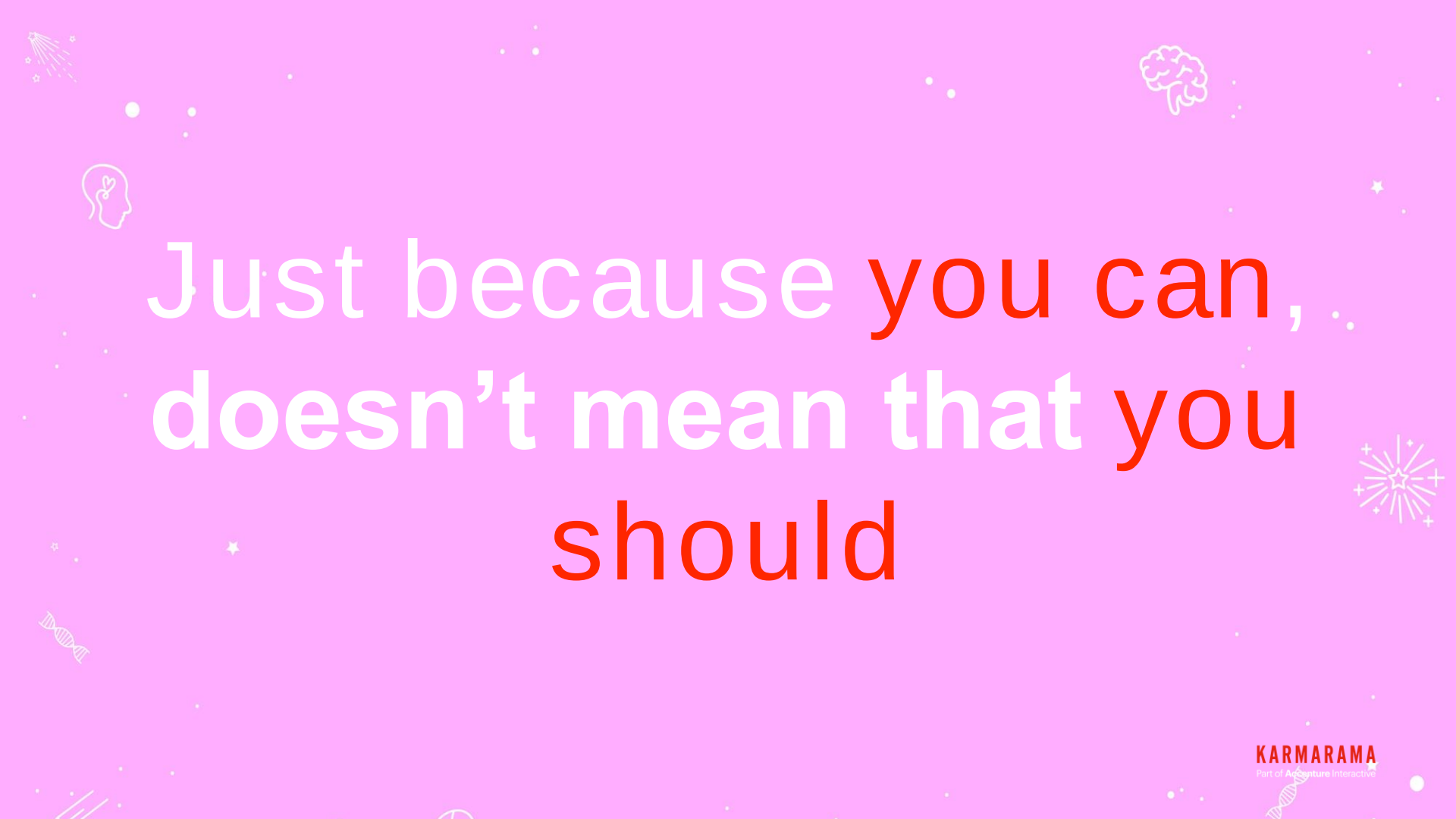
SWEDEN

GERMANY

FRANCE

ITALY

SPAIN



Just because **you can**,
doesn't mean that **you**
should

Too close for comfort

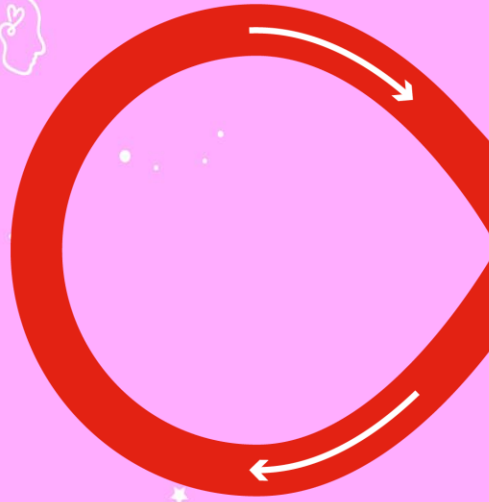
71%

Among consumers who said a brand had communicated in a way that was too personal, 71% said that it was because the brand had information about them or their family that they didn't share directly.

GREAT MYSTERIES OF OUR TIME:

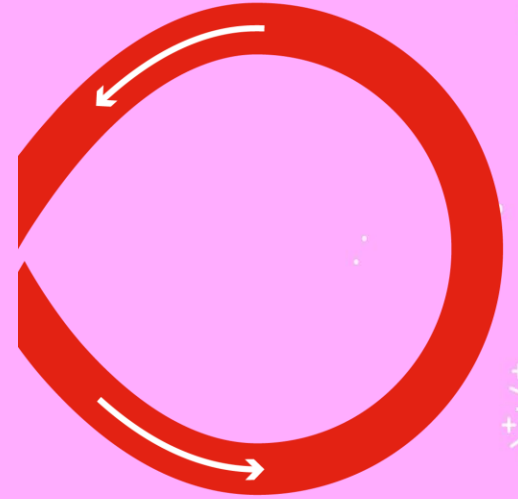
I said something out
loud 3 days ago and now
I'm seeing ads for it
on Facebook





How people
want to be treated
by brands

The Human Experience Gap



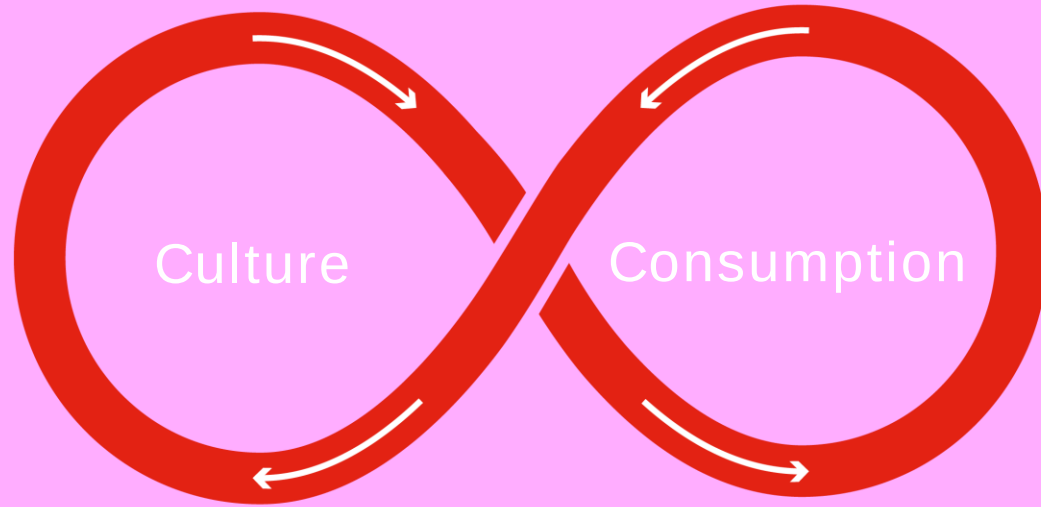
How brands
choose to treat
people

Some myth-busting

Myth-busting #1: The rise of CX



Where we want our brands to live



CX: The Customer Experience

HX: The Human Experience

Likelihood to increase spend



**On a brand they've
recently bought**

**Where they felt engaged
as a human**

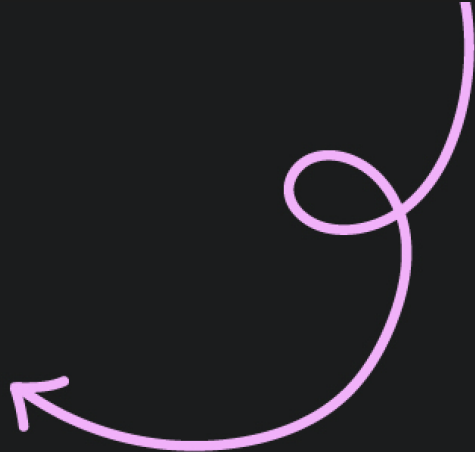
8 Delivering the best Human Experiences



8 Delivering the best Human Experiences

1

HUMAN PURPOSE



Meaning beyond selling and profit alone

8 Delivering the best
Human Experiences





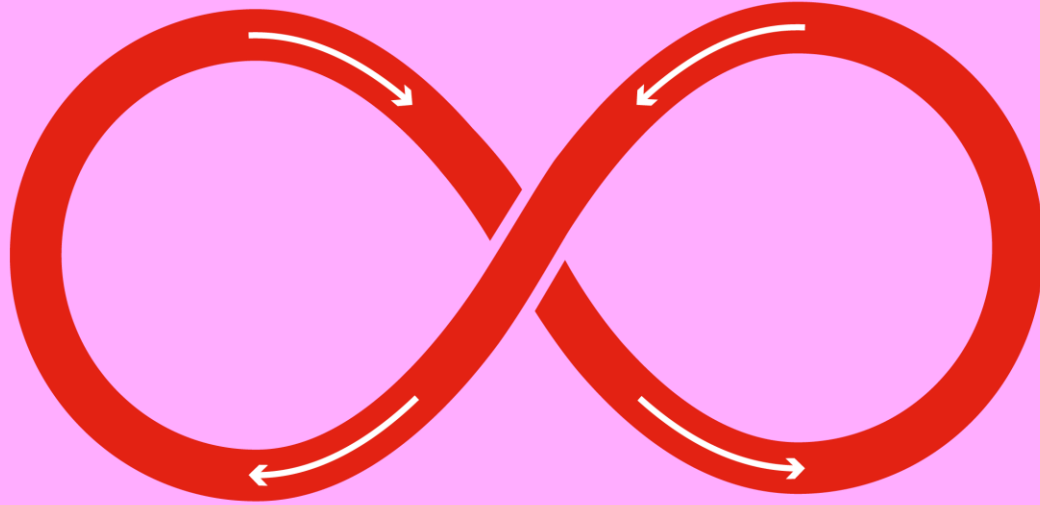
Inspired and empowered
to **live** the purpose

8 Delivering the best
Human Experiences

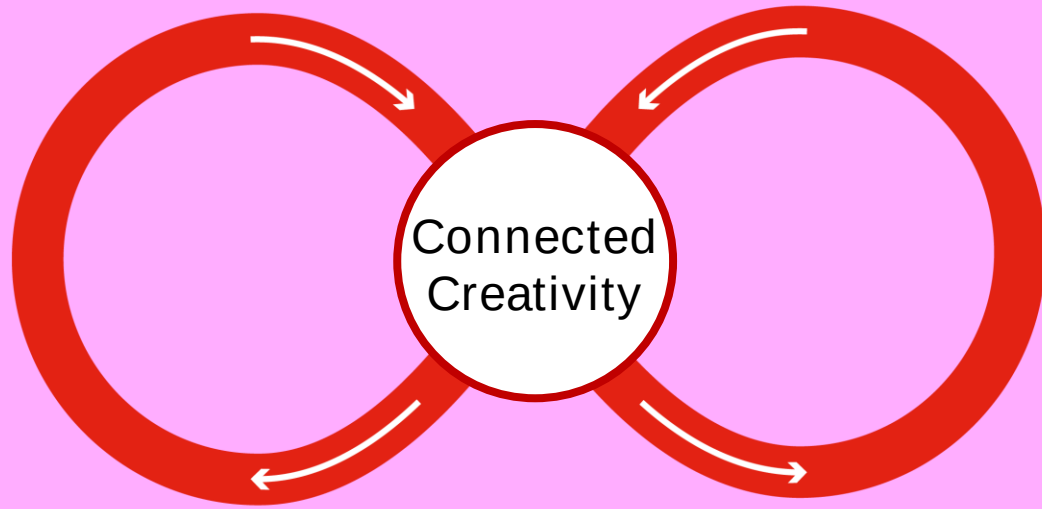
CONNECTED CREATIVITY



Everything interacts



Everything is consequential

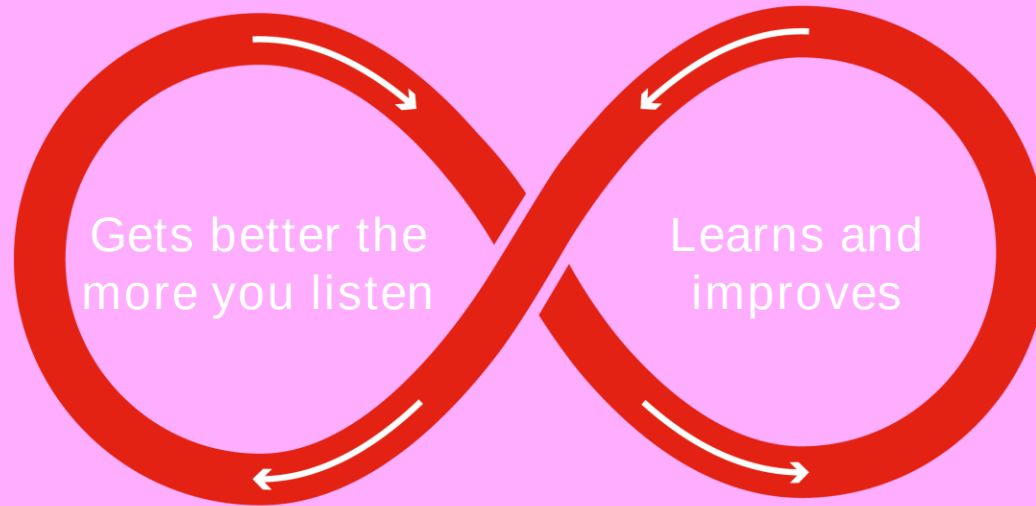


A powerful connected **thought**

8 Delivering the best
Human Experiences



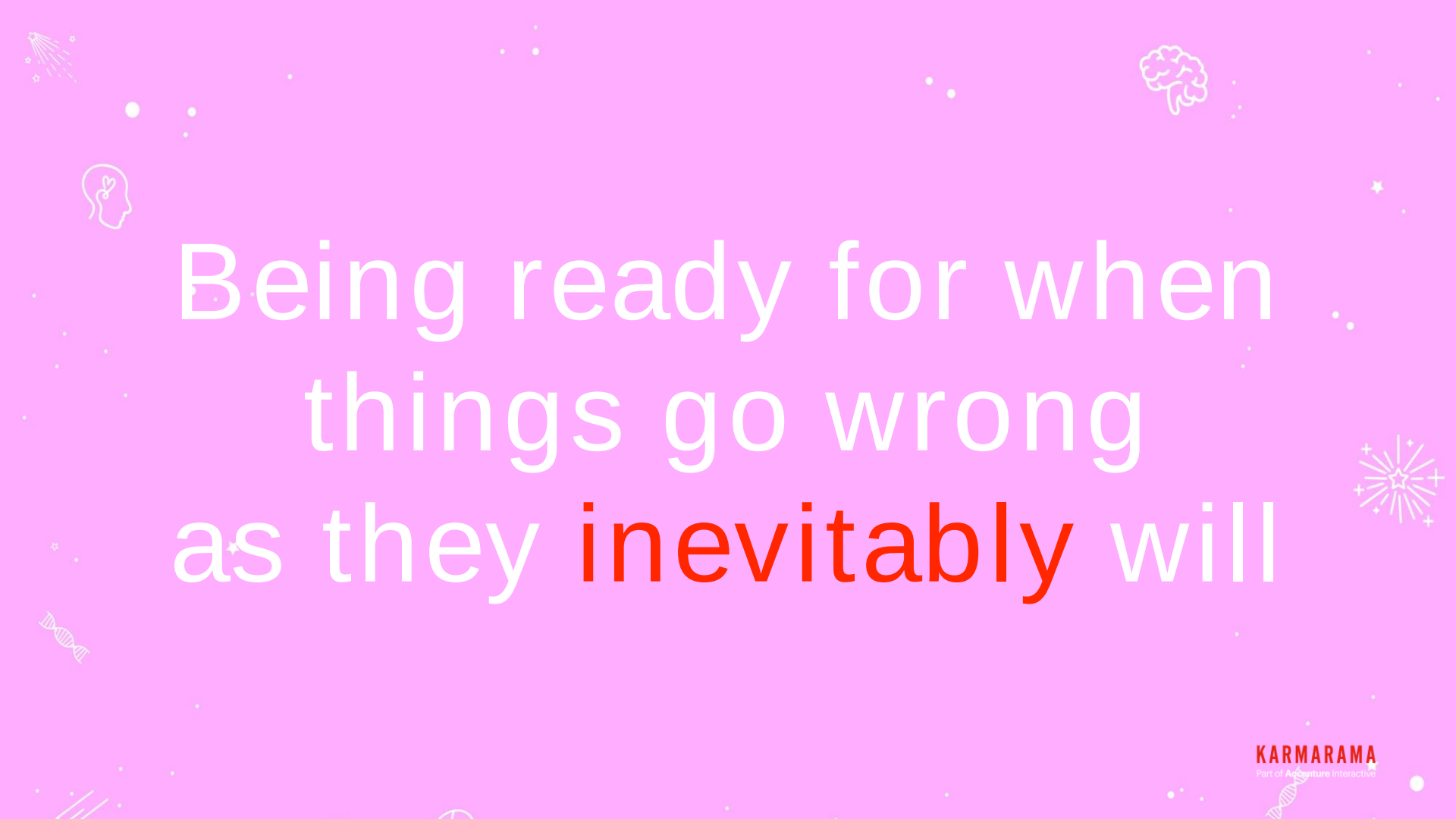
Learning Understanding **Exceeding** expectations



Giving people access to all the music they want all the time

8 Delivering the best
Human Experiences





Being ready for when
things go wrong
as they **inevitably** will



Paul Franks @pjfranks1509 · 18 Aug 2017

@elonmusk can you guys program the car once in park to move back the seat and raise the steering wheel? Steering wheel is wearing.



37



88



1.8K



Elon Musk ✓

@elonmusk

Follow

Replying to @pjfranks1509

Good point. We will add that to all cars in one of the upcoming software releases.

6:11 pm - 18 Aug 2017

477 Retweets 8,933 Likes



276



477



8.9K



Paul Franks @pjfranks1509 · 18 Aug 2017

Replying to @elonmusk

Thanks @elonmusk



4



2

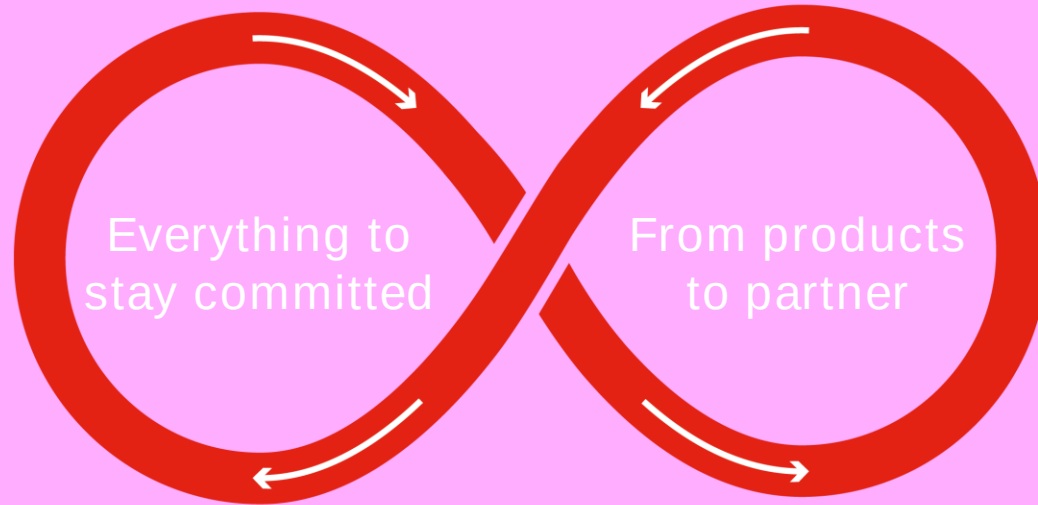


126

8 Delivering the best
Human Experiences



Release from the
confines of the category

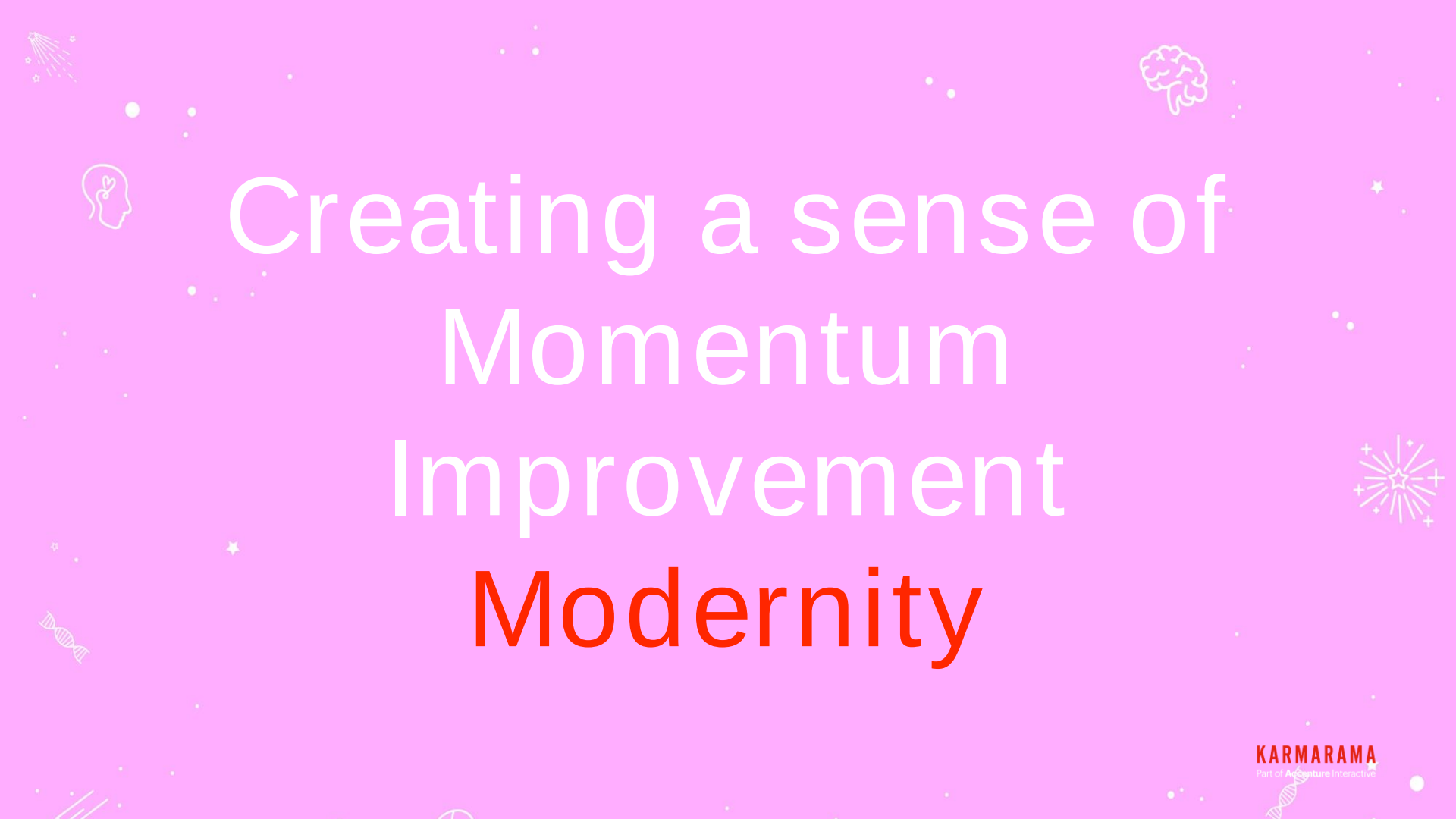


Bringing inspiration to every athlete in the world



8 Delivering the best Human Experiences



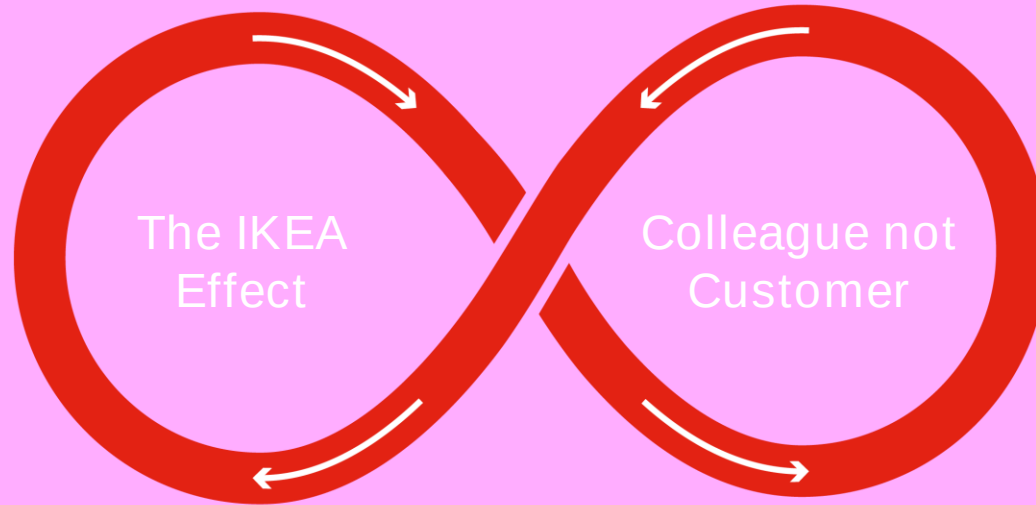


Creating a sense of Momentum Improvement Modernity

8 Delivering the best
Human Experiences



A **fully** humanised experience



To create a better everyday
life for the many people

THE IKEA EFFECT

WE LOVE IT MORE IF WE MADE IT



HARVARD | BUSINESS | SCHOOL



The “IKEA Effect”: When Labor Leads to Love

Michael I. Norton
Daniel Mochon
Dan Ariely

Working Paper

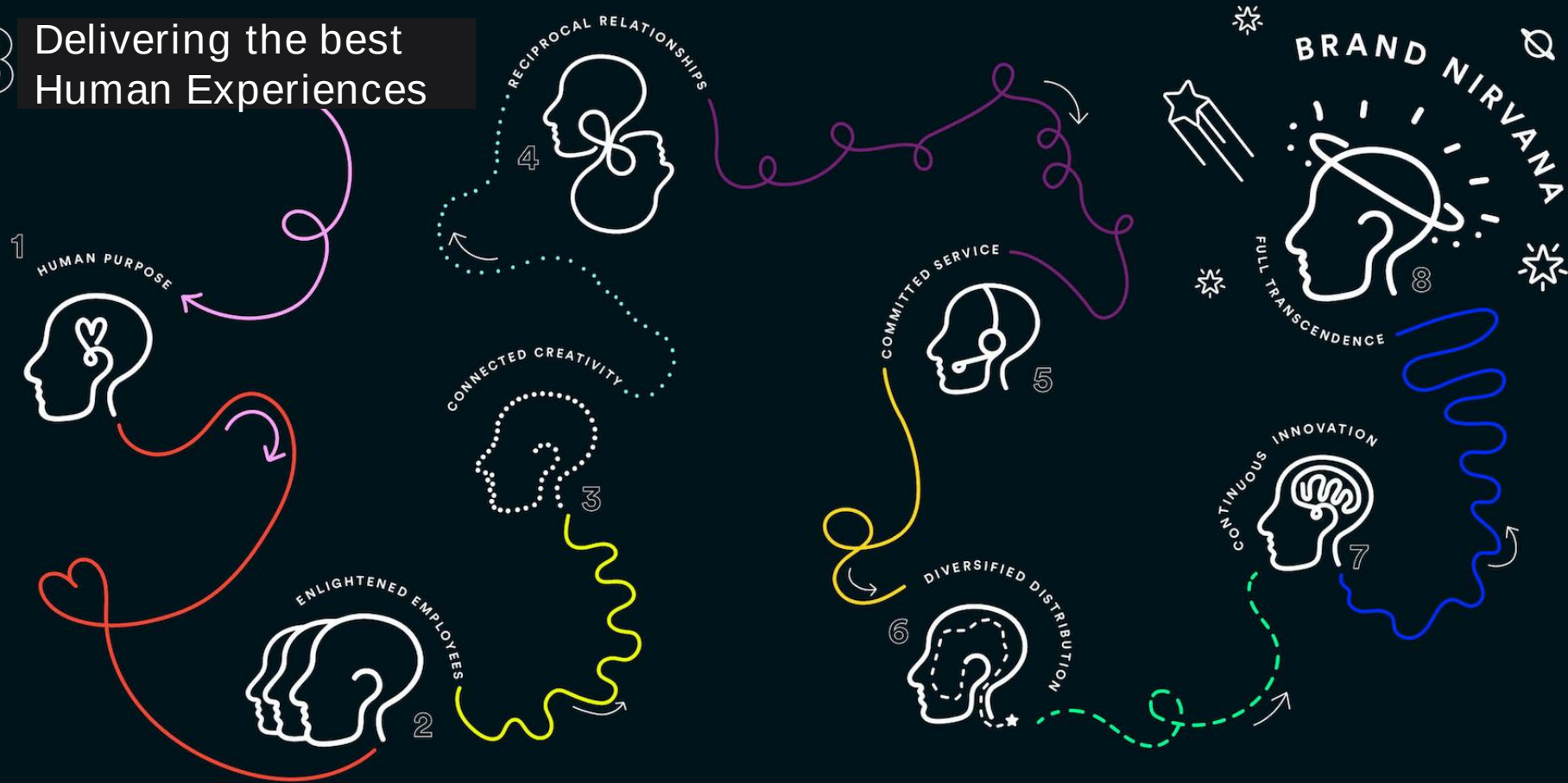
11-091

Copyright © 2011 by Michael I. Norton, Daniel Mochon, and Dan Ariely

Working papers are in draft form. This working paper is distributed for purposes of comment and discussion only. It may not be reproduced without permission of the copyright holder. Copies of working papers are available from the author.

8

Delivering the best Human Experiences



hx.karmarama.com/report

Myth-busting #2: Our Frictionless Future



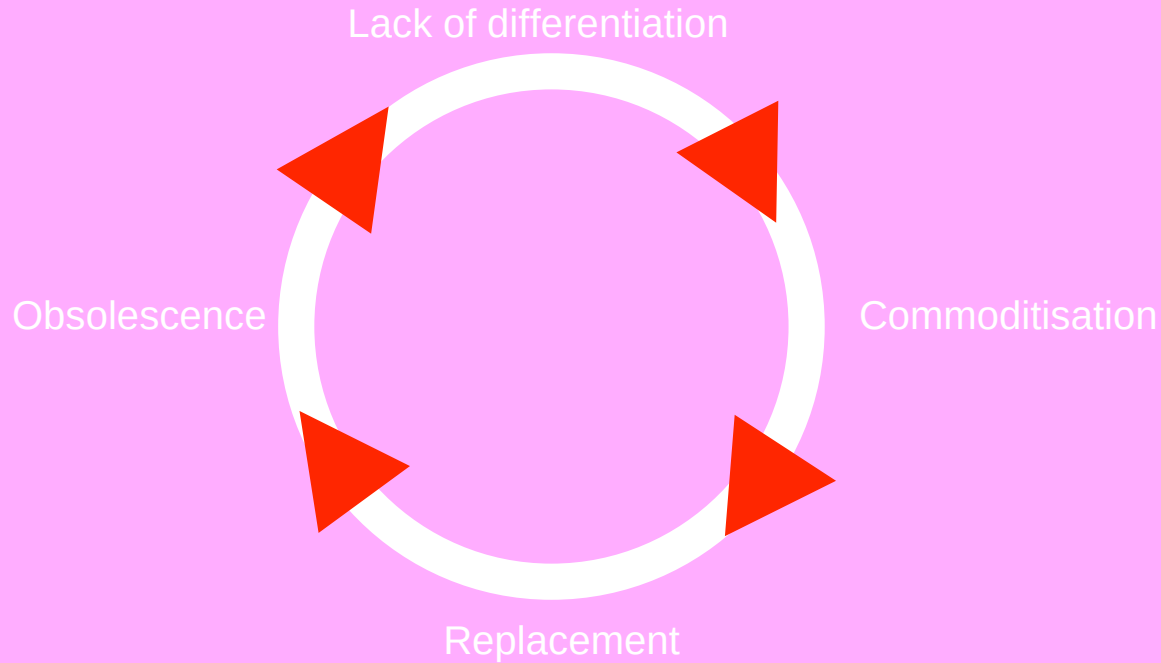


Frictionless interactions. Support at scale. Customers for life.

<https://lnkd.in/eyneuAU>



Cycle of Destruction





Friction



Definition:
“The action of
one surface rubbing
against another.”



Building appropriate friction into human experiences

“Where memories and
emotions are built.”

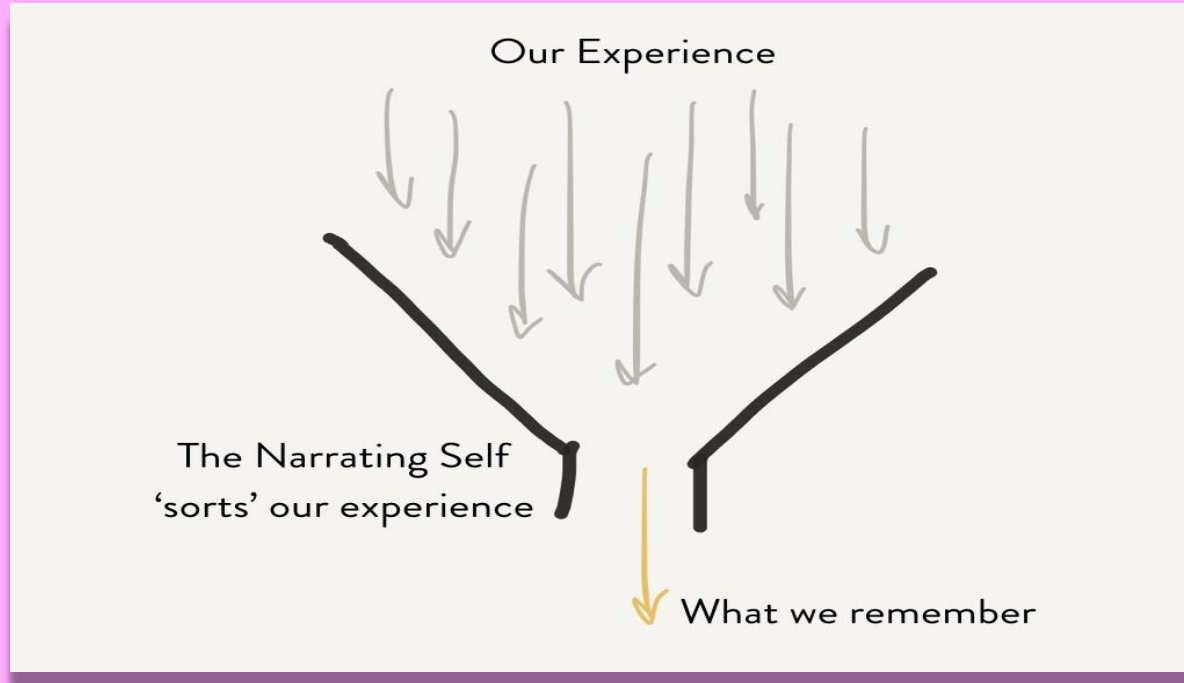


WHY DO RHINOS HAVE SO MANY WRINKLES?	THEY'RE DIFFICULT TO IRON
WHAT KIND OF SHOE DOES A THIEF WEAR?	SNEAKERS
HOW DO YOU WRAP A CLOUD?	WITH A RAINBOW
WHAT DID THE TV DO AT THE BEACH?	CHANNEL SURF
WHAT KIND OF TREE WOULD HAVE THE BEST BARK?	DOGWOOD
WHO EATS AT UNDERWATER RESTAURANTS?	SCUBA-DINERS
WHERE DOES A CATCHER SIT DOWN FOR DINNER?	BEHIND THE PLATE
WHAT HAS A HUNDRED EARS BUT CAN'T HEAR?	A FIELD OF CORN
WHAT DO YOU DO WHEN YOUR FISH SOUNDS BAD?	TUNE A FISH
WHY WAS THE CAR ALWAYS SLEEPY?	BECAUSE IT WAS TIRED
WHAT KIND OF PHONES DO TURTLES USE?	SHELL-ULAR PHONES
WHAT KIND OF FLOWER BUYS FATHER'S DAY CARD?	A SUNFLOWER

Who cares more?



Daniel Kahneman: Peak End Rule

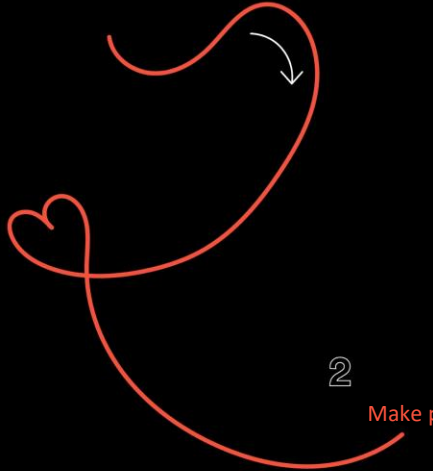


6

Narrative Threads

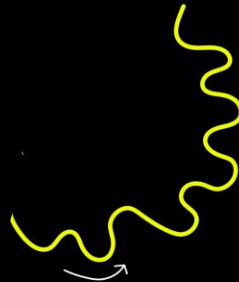
1

Involvement and individualisation



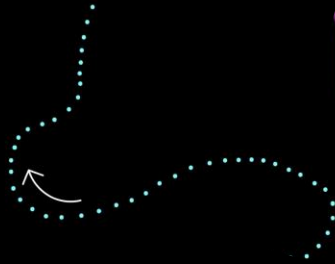
2

Make people think/care more



3

Allowing improvisation



4

Bringing rituals of initiations



Originality and uniqueness

5

6

Attitude and Community





1

Involvement & Individualisation

NETFLIX

Browse ▾

DVD

Search



Joshua ▾

Top Picks for Joshua



Trending Now



Because you watched Narcos



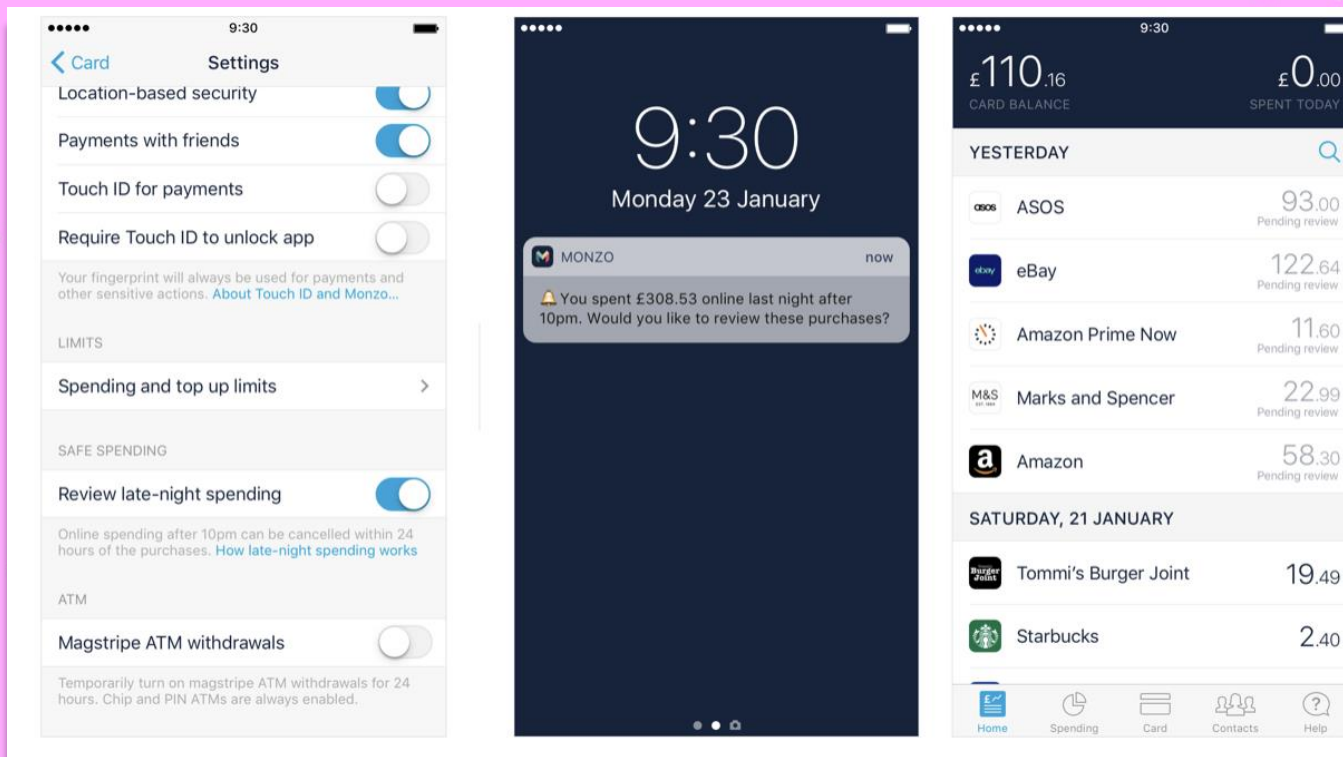
New Releases





2

Make people
think/care more



3

Allowing improvisation

Just bought by Unilever

Unilever makes Graze its fourth acquisition in three months

Snacks brand picked up for reported £150m.



✓ order placed

[full details](#) ▾

You'll get your first box half price (£2.24), you'll then receive a variety box weekly for £4.49 each, delivered to 1 Claylands Road. You can change how often you receive boxes or stop your orders online at any time.

let's make your box great!



Hey Ann, welcome to graze! I'm Holly, the graze taste expert.
Help me get to know your tastes, so I can personalise your box.

[Let's go!](#)



4

Bringing rituals of initiations

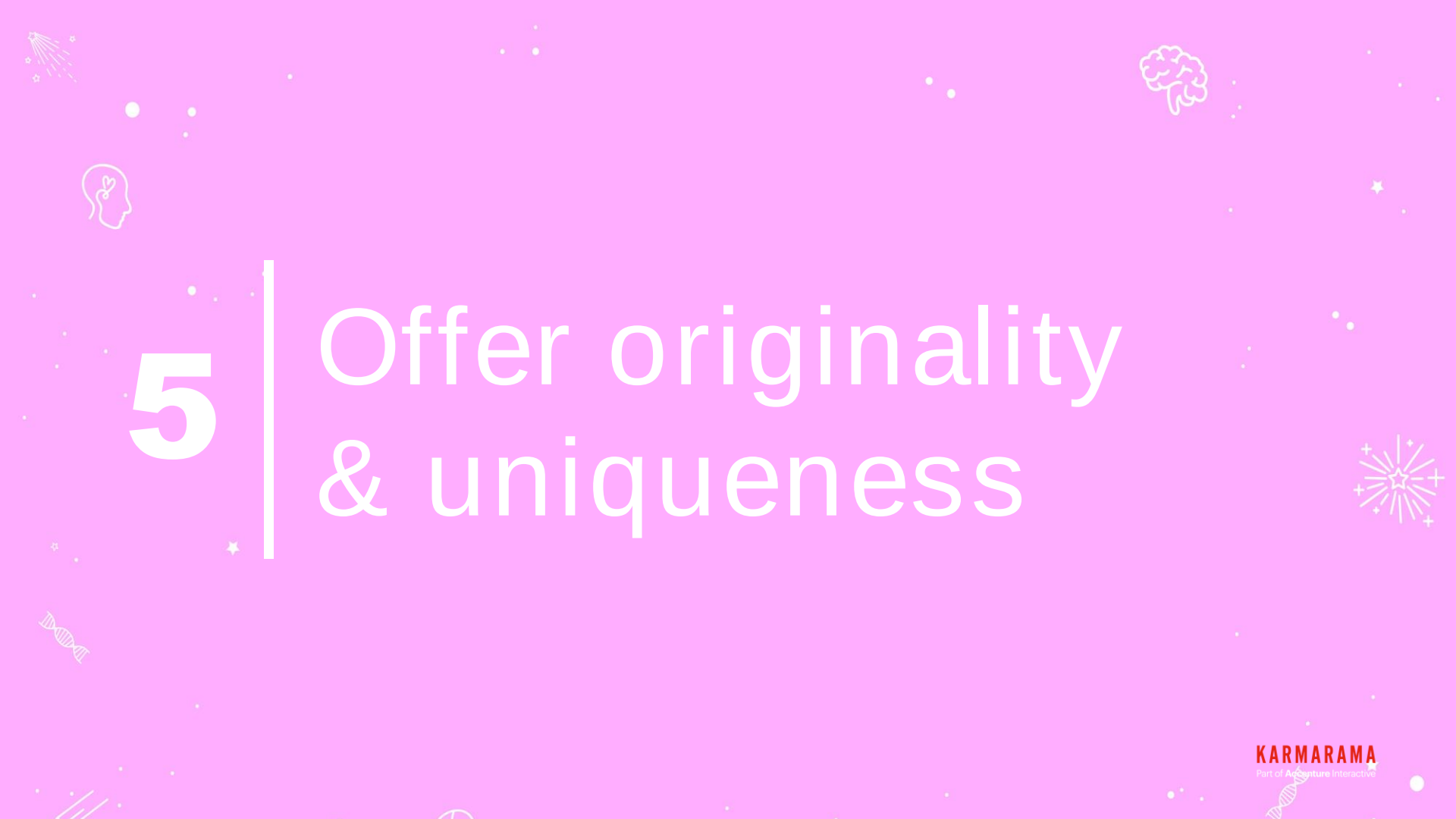


HOW TO GET THE BEST Stitch Fix Box



What's in a Fix?

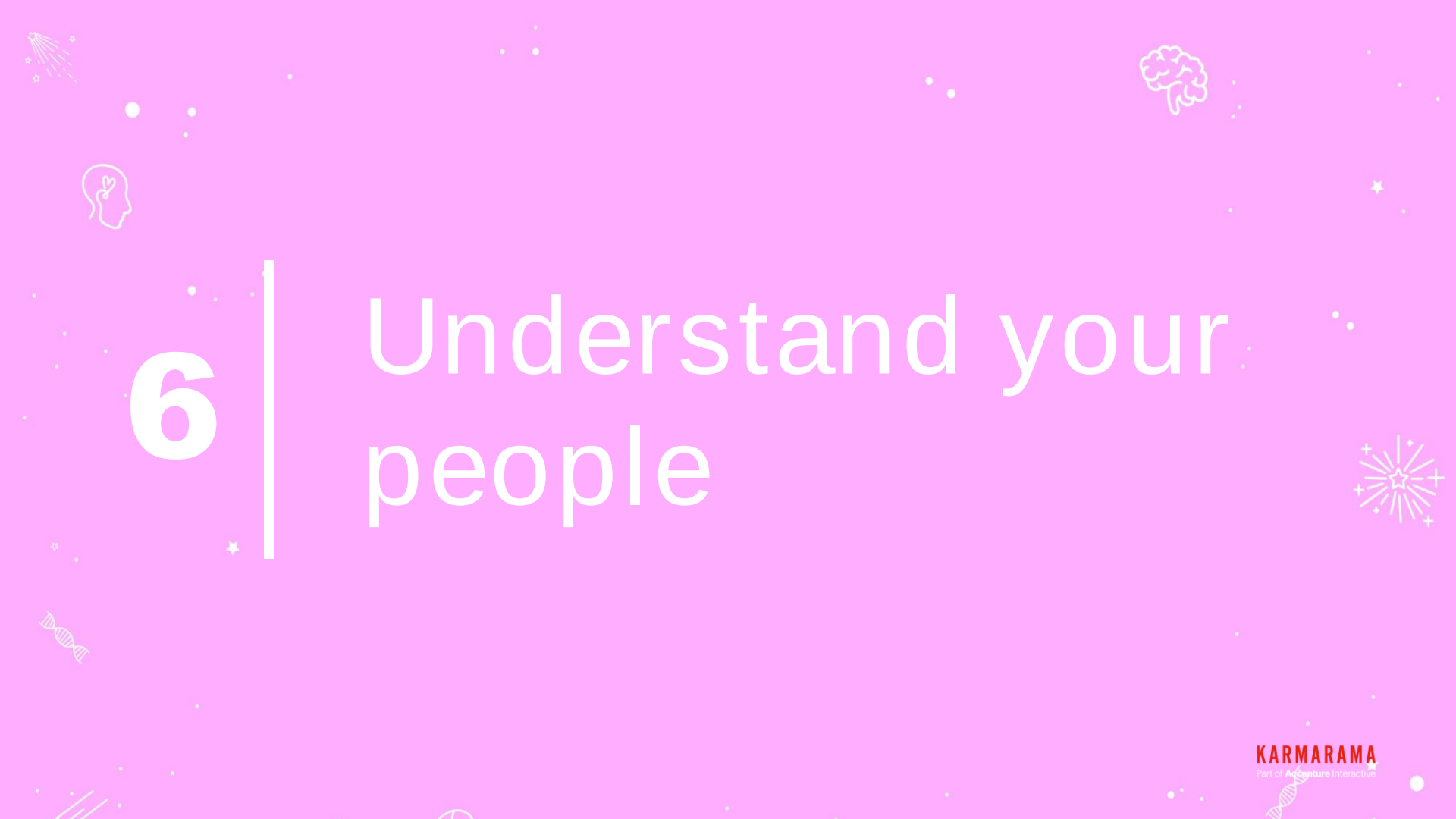
- 5 pieces** of clothing, shoes & accessories, chosen just for you.
- A personal note** written by your Stylist.
- Expert advice** on how to wear and pair your new items.
- A prepaid return envelope** (shipping & returns are always free!)



5

Offer originality
& uniqueness





6

Understand your people

Spot the Difference



Spot the Difference



In conclusion

- Think Human Experiences
- CX RIP
- Our Frictionless Future RIP



Thank You

hx.karmarama.com/report